

**Report of the
Atlanta Advisory Commission
to Honor Mayors Ivan Allen, Jr., and Maynard Holbrook Jackson, Jr.**

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Section I:
Executive Summary

The Atlanta Advisory Commission, a diverse, multi-racial, 17-member volunteer committee made up of Atlanta civic, business and religious leaders, was created in Summer 2003 by Mayor Shirley Franklin as the city mourned the passing of two distinguished former mayors. The Commission has been charged with the responsibility of exploring appropriate ways to honor these outstanding leaders' unique and lasting contributions to the city of Atlanta.

In carrying out this solemn duty, the Advisory Commission has held numerous internal discussions; sought public input in multiple venues (public meetings, suggestion boxes in public libraries, Web site suggestions, etc.); talked at length with family members and associates of the former mayors; researched other municipalities' approaches in honoring former leaders; evaluated several thousand individual suggestions for appropriate memorials; and made formal, on-site tours of the 22 most frequently mentioned memorial sites. In addition, Commission members have reviewed extensive historical, biographical and career information on each of the two honorees.

Summary of Recommendations

The Commission's recommendations were finalized in a public meeting of 15 Commission members on September 12, and in subsequent conversations with the family members of the two former mayors. Our decision-making process (explained in detail in Sections III through V) relied on extensive interpersonal discussions, research and debate, as well as on state-of-the-art computer software that facilitated anonymous ratings, tallied in real time for simultaneous public viewing. Two consensual recommendations for each honoree are summarized here, as well as two consensual recommendations for joint mayoral recognitions. (For the complete listing of viable recommendations considered on September 12, please see Section V).

I. To honor Mayor Allen, the Commission recommends that the City

- (1) Create a public memorial near Turner Field, wherein Mayor Allen will be honored with an interpretative sculpture, statuary featuring the phoenix symbol, and appropriate accompanying materials such as plaques or other informative signage;**

and

- (2) Erect a statue of Mayor Allen, accompanied by appropriate interpretative signage, on the grounds of the Atlanta City Hall.**

With respect to Recommendation One, the Commission wishes to advise the Mayor and Council that the proposed memorial near Turner Field will feature the work of noted Atlanta architect Cecil Alexander, who has graciously offered preliminary designs for the site.

II. To honor Mayor Jackson, the Commission recommends that the City

- (1) Name the new, \$982 million international air facility, the existing international Concourse E, and the related interstate exit and parkway at Hartsfield Atlanta International Airport as, respectively, Maynard H. Jackson, Jr., International Terminal, Maynard H. Jackson, Jr., International Concourse, and Maynard H. Jackson, Jr., Parkway, and that these entities include a statue of Mayor Jackson as well as appropriate interpretative/ informative signage;**

and

- (2) Erect a statue of Mayor Jackson, accompanied by appropriate interpretative signage, on the grounds of the Atlanta City Hall.**

Together, these four recommendations represent the Commission's full consensus and endorsement on the most appropriate ways to honor Mayors Allen and Jackson, in accordance with our charge from Mayor Franklin, the Guiding Principles established by the Commission, and the agreement of the Allen and Jackson families. These four consensual recommendations achieved significantly higher rankings from all Commission members than did any of the other nine recommendations put forth for consideration in the final rankings (see Section V). As a body, the Commission fully and completely endorses these recommendations.

The Commission also wishes to inform the Mayor and City Council of the following:

Given the public controversy surrounding the airport discussion, the Commission further clarified its views by calling for three specific yes/no responses on whether Commission members "could support" any of three specific options regarding renaming the Atlanta airport. Of these options, only one option, that of renaming Hartsfield Atlanta International Airport as "Hartsfield-Jackson Atlanta

International Airport,” received majority support (a bi-racial vote of 8 to 7). Therefore, the Commission wishes to inform the Mayor and the City Council of this option:

Rename Hartsfield Atlanta International Airport as Hartsfield-Jackson Atlanta International Airport, accompanied by appropriate interpretative/informative signage and statuary on both men in suitable locations within the facility.

The Commission further advises the Mayor and Council that on Monday, September 15, Mrs. Maynard (Valerie) Jackson met with the Commission Co-Chairs and advised that she and the Jackson family would be honored to have Recommendation One (the Maynard H. Jackson, Jr., International Terminal and Parkway) and also the option discussed above, Hartsfield-Jackson Atlanta International Airport, fulfilled in memory of her husband.

III. To honor Mayors Allen and Jackson jointly, the Commission recommends that the City

- (1) Expand and enhance significantly the existing Mayors Park spanning the Interstate 75/85 exchange through downtown Atlanta, with appropriate statuary, interpretative signage, and other installations to honor Mayors Allen and Jackson;**

and

- (2) Create an easily accessible City History Center at City Hall, to include portraits, busts, and other interpretative and informational materials as appropriate to honor Mayors Allen and Jackson.**

Regarding these joint approaches, the Commission wishes to advise the Mayor and Council that the Mayors Park enhancement referenced above (currently under discussion by Central Atlanta Progress) will require some \$23 million in funding. It is our understanding such an undertaking would require public-private partnerships or other mechanisms for financial viability.

Guidelines

In making these recommendations, the Commission followed four carefully crafted guidelines, each based on extensive internal discussions as well as the charge to the Commission as defined by Mayor Franklin. These Guiding Principles are:

- The recommendations will be relevant to the community and civic contributions of the honorees.
- The recommendations will take into account the families' wishes for appropriate honors.
- The recommendations will preserve and honor the best of Atlanta's past, the present and the future.
- The Commission's recommendations will represent a consensus of its members.

Conclusion

In conclusion, we note that this Commission's recommendations are not binding. Rather, these recommendations are the collective result of thorough, careful research and deliberation that, it is hoped, will assist City of Atlanta political leaders in making sound, supportable decisions, both now and in the future, on these important and far-reaching leadership tasks.

The Atlanta Advisory Commission respectfully submits these recommendations and this report, along with supporting documentation, to Mayor Franklin and the Atlanta City Council on September 19, 2003.

Section II:
The Charge from Mayor Franklin

When former Mayor Maynard H. Jackson, Jr., a nationally prominent attorney and municipal securities advisor, suffered a fatal heart attack in Reagan National Airport on a business trip to Washington, D.C., on June 23 at age 65, Atlantans from all walks of life were stunned and saddened. Calls to honor him in a lasting and significant way were immediate and heartfelt. Among the ideas mentioned earliest was renaming Hartsfield Atlanta International Airport (named for a previous mayor) in Mr. Jackson's honor.

Only nine days later, another of Atlanta's most distinguished mayors passed away: former Mayor Ivan Allen, Jr., leader of the city during the tumultuous 1960s. Mr. Allen, whose family-owned Southeastern office furnishings company still bears his name, was 92 at the time of his death. Again, sorrowing Atlantans of all ages and backgrounds sought ways to remember, praise, and honor this outstanding leader.

In response to these two significant losses, Mayor Franklin, the Atlanta City Council, and the Council's Transportation Committee discussed various options for honoring both former mayors. To assist city leaders in their decision-making, Mayor Franklin created the Atlanta Advisory Commission (Administrative Order 2003-03, signed on July 10; see Appendix 2) with this specific charge:

...[This] Commission shall explore options in recommending appropriate tributes recognizing each man's dedication, commitment and faithfulness to the progress of the city of Atlanta, locally and nationally demonstrated; and for other purposes.

In cooperation with the City Council, Mayor Franklin then appointed a diverse multi-racial group of 17 Atlanta business, civic, and religious leaders to serve on the Commission, with the request that the group submit its final recommendations within approximately 60 days. Thus, the 2003 Atlanta Advisory Commission is a volunteer body assembled by the Mayor and the Atlanta City Council -- and united by a shared desire to assist the City of Atlanta.

Mayoral Legacies

Fundamental to Mayor Franklin's charge to this Commission is the directive that the tributes the Commission recommends be appropriate to each man's contribution to our city. We have taken this charge very seriously. At the same time, we recognize, with great respect and a profound sense of caring, that for the families and closest friends of these men, no governmental tribute, however well-intentioned, can ever assuage the grief of their loss or fill the empty spaces they have left.

Nonetheless, we have striven to recommend tributes that will provide lasting commemoration of these leaders' unique talents and contributions, as well as education and inspiration for future generations.

Accordingly, we present the following brief summaries of our understanding of the legacies of former Mayor Ivan Allen, Jr., and former Mayor Maynard H. Jackson, Jr., to their beloved city.

Mayor Ivan Allen, Jr.

Ivan Allen, Jr., who served as Mayor of Atlanta from 1962 to 1970, is widely credited with initiating the desegregation of Atlanta city government. Among other steps, he ordered the "colored" and "white" signs removed throughout city facilities and hired African American police officers and firefighters.

A strong supporter of the Reverend Dr. Martin Luther King, Jr., and the civil rights movement, Allen first emerged as a citywide leader when, as president of the Atlanta Chamber of Commerce in 1961, he helped negotiate the desegregation of downtown Atlanta lunch counters. Mayor Allen was the only Southern leader to accept the invitation by President John F. Kennedy to testify at the Congressional hearings that ultimately resulted in the Civil Rights Act of 1964.

In addition to his courageous leadership for social change, Mayor Allen provided unparalleled, visionary leadership behind a cluster of extraordinary developments that have shaped present-day Atlanta: the Metropolitan Atlanta Rapid Transit Authority (MARTA); the Atlanta Civic Center; the Woodruff Arts Center; and the original Atlanta-Fulton County Stadium (near present-day Turner Field), which brought Major League professional sports to the South.

Mayor Maynard H. Jackson, Jr.

Maynard H. Jackson, Jr., was the first African American Mayor elected in Atlanta, and the first in a major Southern city since the Reconstruction era (1865-1877) following the Civil War. As Mayor of Atlanta for three terms totaling twelve years, he was the youngest ever elected (at age 35) and served longer than any other Atlanta mayor except William B. Hartsfield.

Under Mayor Jackson's leadership, the City of Atlanta implemented its precedent-setting, widely emulated Minority Business Enterprise program, which explicitly required at least 20% to 25% minority business participation in all city-funded projects. Chief among the city construction projects at the time was the \$500 million, three-year rebuilding and expansion of Hartsfield Atlanta International Airport, the largest construction project in the South at that time. During his years as Mayor, Mr. Jackson oversaw the airport's transition from a 1960s-era regional facility to a major international hub. His stewardship of the airport expansion and other City infrastructure projects, as well as his economic and equal opportunity leadership, played a crucial role in helping Atlanta win the 1996 Centennial Olympic Games.

The Mood of the City

Any discussion of the creation, procedures, and role of the Atlanta Advisory Commission would be incomplete without some recognition of the “mood of the city” after the sudden death of former Mayor Jackson. A towering presence – both literally and figuratively – in Atlanta’s legal, financial, social/cultural, and political life for nearly four decades, Mr. Jackson was a brilliant, exuberant, determined, and charismatic exemplar of a new generation of successful African American Atlantans. That he died suddenly and too soon makes the loss all the more keen. As his memorial services made crystal clear, Maynard Holbrook Jackson, Jr., was a hero to many, and especially to many African Americans, in Atlanta and beyond.

In a sense, then, in seeking to honor Mr. Jackson we seek to honor the unique character of this city. We seek to honor ourselves – our better selves -- that Mayor Jackson helped make it possible for us to become. Viewed in this light, it may well seem that only the biggest, most sweeping honors we can convey are adequate.

Within a very short time after his death, there were numerous public pleas to honor Mayor Jackson in some significant way. One of the more frequent suggestions was to rename Hartsfield Atlanta International Airport, arguably the highest-profile, “biggest” public facility owned by the City of Atlanta. Friends and family members confirmed that Mr. Jackson himself had privately indicated that he would like this honor. Within days, the public rhetoric on this topic became vigorous, heated, and to some extent, racially polarized.

When former Mayor Ivan Allen died a few days later, at age 92, this emotionally wrenching debate moved into a broader dimension: How does a city appropriately and adequately honor its former leaders? Although Mayor Allen’s tenure was earlier than Mayor Jackson’s, and Mayor Allen himself was far older at his death, his contributions to the success of modern-day Atlanta were extraordinarily courageous, forward-thinking, and evolutionary in their immediate and lasting impact.

So, too, were the contributions of former Mayor William B. Hartsfield, for whom the present Atlanta airport was named shortly after his death in 1971. Mayor Hartsfield, who served in Atlanta City government for three decades, including 23 years as Mayor, was a forceful urban leader who distanced himself from the rural South’s racial divisions and actively sought the support of African American constituencies. Furthermore, he recognized early that a modern air transportation hub could be a transforming prospect for a land-locked, mid-sized Southern city such as Atlanta. In 1925, as a first-term alderman (council member) and chairman of the council’s aviation committee, he led the City to lease and expand the Candler Field airstrip; as Mayor, he helped design the first “modern” terminal, built largely with World War II surplus materials in 1948. The rest, as the saying goes, is history.

It is precisely that history which is at issue now. Inevitably, human history itself dictates that over time all living colleagues of all leaders will pass away, leaving only history books and institutional commemoratives such as place names,

statues, or plaques. Should the City of Atlanta institutionally “forget” Mayor Hartsfield’s contributions now, in the year 2003, by removing his name from the Atlanta airport? Should his name be supplemented by Mayor Jackson’s? Would these changes set difficult precedents for other name changes in the near or distant future? What level or degree of honor will the City bestow when another distinguished former Mayor passes away?

These are the kinds of questions around which the Atlanta Advisory Commission was formed, and about which we now offer our counsel to the Mayor and the Atlanta City Council. In the end, we must recognize that such complex questions will never have simple answers or 100% agreement among all the various constituencies involved. It is our considered opinion, however, that the recommendations we have presented offer our best thinking for the decisions now facing the city.

Section III:
Procedures of the 2003 Atlanta Advisory Commission

The Commission -- eight African American members, eight Caucasian members, and one member of Asian heritage -- is made up of nine men and eight women of diverse backgrounds, perspectives, and areas of expertise. At the Mayor's directive, the group is co-chaired by one African American male (Mr. Jesse Hill, Jr., retired chairman, president, and CEO of Atlanta Life Insurance Co.) and one Caucasian male (Mr. A.D. "Pete" Correll, chairman and CEO of Georgia-Pacific Corporation). Regardless of their own personal preferences, by agreeing to serve on this body, each Commission member has -- by word and by deed -- pledged to interact, deliberate, and make recommendations in the best interests of *all* residents of the City of Atlanta and its environs during this difficult time.

Commission Purpose and Guiding Principles

In making its recommendations, the Commission first agreed on its own Purpose and Guiding Principles. It is worth noting here that the Guiding Principles were carefully honed after extensive conversation and review to reflect our charge from the Mayor and the consensus of all Commission members. For example, a traditional phrase about honoring and preserving "Atlanta's past, the present, and the future" was amended to read "*the best of* Atlanta's past, the present and the future" (emphasis added). Such a change, though subtle at first glance, in effect transforms this phrase to make it more inclusive of, respectful of, and acceptable to the diverse residents of our pluralistic modern city.

The Commission Purpose and Guiding Principles are as follows:

Purpose:

To seek public input and to recommend how to honor the legacies of two leaders who significantly impacted the Atlanta of today -- Ivan Allen, Jr., and Maynard H. Jackson, Jr.

Guiding Principles:

- The recommendations will be relevant to the community and civic contributions of the honorees.
- The recommendations will take into account the families' wishes for appropriate honors.
- The recommendations will preserve and honor the best of Atlanta's past, the present and the future.

- The Commission's recommendations will represent a consensus of its members.

Commission Activities

Over a period of 60 days, the Commission engaged in numerous activities to solicit public input and to gain insight into the tasks at hand. In addition to its own working meetings, e-mail communications, and teleconference discussions, the Commission specifically sought public input by

- holding two widely publicized, heavily attended Public Listening Forums;
- creating and distributing 7,500 Recommendation Forms and 25 suggestion boxes in the 22 Atlanta library branches of the Atlanta-Fulton Public Library System, the Atlanta City Hall, the King Center, and the Atlanta History Center; and
- establishing an Online Recommendations Form on the City of Atlanta website.

The Commission also

- talked extensively and worked closely with members of the Allen and Jackson families;
- researched ways in which other municipalities across the nation honored former leaders;
- compiled and studied historical and biographical materials on former Mayors Hartsfield, Allen, and Jackson;
- reviewed all related newspaper and broadcast coverage; and
- toured and actively reviewed 22 possible memorial sites.

In addition, the Commission

- reviewed and gratefully drew upon the work of City Council member C.T. Martin, who initially introduced legislation (Resolution 00-R-1287, September 2000) empanelling a team to explore ways to honor former Mayor Jackson;
- reviewed and gratefully drew upon the work of the City Council Transportation Committee in its Ordinance 03-0-1032 authorizing the Commission to "explore all options" in finding an appropriate honor for Mayor Jackson;
- reviewed and gratefully drew upon the work of City Council member Jim Maddox, who made the first formal proposal (Ordinance 03-0-1112; July 7, 2003), that the new international terminal at Hartsfield Atlanta International Airport be named for Mayor Jackson.

Section IV
Synopsis of Public Input

Public Listening Forums

(1) The First Public Listening Forum: July 29, 2003

The first public listening forum was held on July 29 from 6:00 to 8:00 p.m. in the Council Chambers of Atlanta City Hall. The session was attended by approximately 100 people, most of whom were African American. Among those in attendance were numerous current and former City Council members; current and former state legislators; Parker Allen, the granddaughter of Mayor Allen; and Mayor Jackson's widow, Valerie, and three (Brook, Valerie Amanda, and Alexandra) of his five children.

Some 25 people, including State Representative Mable Thomas and State Senator Vincent Fort, spoke publicly at this session. The majority of the speakers offered personal testimonials and/or recommendations that the Atlanta airport be renamed for Mayor Jackson.

In addition to the personal testimonials, the Commission heard from representatives of the United Youth Adult Conference, who informed the Commission of a petition in support of renaming the airport for Mayor Jackson.

Although the meeting was convened to consider honors for Mayor Allen as well, relatively few (3 to 5) members of the public addressed this matter.

Broadcast and print media coverage was very heavy for this event.

(2) The Second (Final) Public Listening Forum: August 26, 2003

The second and final public listening forum was held on August 26 from 6:00 to 9:00 p.m. in the Council Chambers of Atlanta City Hall. This session attracted approximately 200 attendees, including members of the Allen, Hartsfield, and Jackson families. The session featured approximately 35 speakers, among them Mrs. Jackson, who presented a thoughtful and insightful statement about her husband's legacy and wishes.

Also speaking before the Commission was Atlanta-area resident Dale Hartsfield, a distant descendent of Mayor Hartsfield.

At this session, several speakers brought stacks of the UYAC petition (see above) in support of renaming the airport and referenced this petition before the Commission.

Also presented at this session to be entered into the record was an excerpt from the dissertation "William Berry Hartsfield: The Reluctant Accommodationist and the Politics of Race in Atlanta, 1900-1961," written in 1996 by Georgia State University Ph.D. candidate Louis Williams.

Again, broadcast and print media coverage was thorough and heavy for this event.

Special Acknowledgments

The Commission wishes to take this opportunity to acknowledge and formally thank all these members of the public who conscientiously took time from their personal lives to step forward and make their wishes known in the public listening sessions.

In particular, the Commission is grateful to Mrs. Jackson for her eloquent, moving presentation before us, delivered on behalf of her family during a time of intense personal bereavement.

The Commission also wishes to acknowledge, in whole and individually, each individual who took the time to read, consider, and sign one of the petitions circulated by various individuals and groups on this important matter. While the Commission itself did not design this petition and has had no role in its wording, dissemination, verification, or presentation, we were told that at the time of the second public hearing some 43,000 Atlanta-area residents had signed one of these documents in support of renaming the Atlanta airport to honor Mayor Jackson. We respect and appreciate these petitioners' participation in this debate, and we welcome this additional public input. We carefully considered these opinions in our decision to recommend the naming of the Maynard H. Jackson, Jr., International Terminal and Parkway -- in the firm belief that this option, when fully examined and viewed by these members of the public, will satisfy their expressed desire to honor Mayor Jackson in a most dramatic and impressive manner.

Public Input Data from Other Sources

In addition the public input received through the Public Listening Forums, the Commission reviewed a total of

- 697 Recommendation Forms in the publicly placed Suggestion Boxes available for public use from July 16 through August 3;
- 1,599 comments received via the Web site;
- 32 letters to Mayor Franklin; and
- 143 e-mails to Mayor Franklin.

Altogether, this public input (exclusive of the petition described above) yielded a total of 2,497 respondents providing a total of 5,032 recommendations (many respondents offered multiple suggestions). [Note: The Commission also received a total of 145 public responses (suggestion forms, e-mails, and letters) that arrived at Mayor Franklin's office after August 3rd. These submissions were read and considered but are not reflected in the numbers herein.]

Public Input on Honoring Mayor Allen

A total of 1,888 of the responses received related to Mayor Allen. The majority of these suggestions (1,767) supported naming or renaming streets, arts or cultural locations, or buildings in his honor or, alternately, creating a statue or monument.

In addition to the 1,767 suggestions, 121 comments were received referencing Mayor Allen and opposing renaming existing named facilities and/or

expressing concerns over the impact of name changes on the City budget.

Public Input on Honoring Mayor Jackson

A total of 3,144 of the suggestions received related to Mayor Jackson. Of these, 54.5% (1,713) were airport-related, with about 38% of that group (646 responses) supporting replacing Hartsfield's name with Jackson's, and about 38% (649 responses) opposed. Of the remaining 24% of responses mentioning airport-related honors (418 responses), 163 suggestions were specifically to name the new international terminal for Mr. Jackson; 144 suggestions were for an array of existing runways, terminals, concourses, etc.; and 111 suggestions were specifically for changing the airport's name to Hartsfield-Jackson Atlanta International Airport.

About 40% of all the responses referencing Mayor Jackson suggested honors centered not on the airport, but on parks, statues, schools, buildings, sports or arts facilities, or streets. Renaming Centennial Olympic Park was recommended by some 4% (132) of all responses referencing Mayor Jackson.

The remaining 71 comments referencing Mayor Jackson opposed renaming other existing named facilities and/or expressed concerns over the impact of name changes on the City budget.

The Commission is not privy to additional communications on these topics from the public to the Atlanta City Council or its members; however, it is respectfully assumed that these communications are voluminous as well.

The Commission also notes that of the first 1,587 respondents whose suggestions were recorded by suggestion box, e-mail, or U.S. mail, 48% (761) were verified to be residents of the City of Atlanta, while more than 500 others were residents of other entities within the 13-county Atlanta area. Seven percent of these initial respondents were from outside the state of Georgia.

Section V

Commission Deliberations and Ratings of Recommendations

Potential Memorial Site Visits

With guidance from its Tour of Recommendation Sites committee (Julia Emmons and Bill Fuller, Co-Chairs), Commission members made informational on-site visits to 24 different potential memorial sites. Sites to be visited were chosen based on public input and Commission deliberations. The site visits gave Commission members a chance to envision proposed memorials in their prospective geographic context.

These site visits took place on Wednesday, September 10, and included the following, listed here in order of the Commission's visits:

(1) Freedom Parkway

Potential Memorial: Rename this 2.5-mile parkway from the Carter Center to Andrew Young International Boulevard for Mayor Jackson

(2) World of Coke building

Potential Memorial: A large fountain in front of the building (a small fountain already exists). Suggestions include using the building as a leadership center, a center for civil rights, or some combination.

(3) Small Park at intersection of Young International Boulevard and Spring Street

Potential Memorial: Statues honoring both Mayors

(4) Centennial Olympic Park

Potential Memorial: A large fountain honoring both Mayors
[Note: Ivan Allen, Sr., Ivan Allen, Jr., and Ivan Allen III are currently honored with a statue in this park adjacent to the Metro Atlanta Chamber of Commerce.]

(5) Marietta Street between Broad and Fairlie Streets

Potential Memorial: A statue or square honoring Mayor Allen

(6) Five Points (intersection of Edgewood Avenue, Peachtree, and Marietta Streets)

Potential Memorial: Traffic circle with statue of Mayor Jackson at center; also, southern end of possible "Walk of Fame" extending northward to Buckhead

- (7) Woodruff Park
Potential Memorial: Statues honoring Mayors Allen and Jackson
- (8) Mayors Park (intersection of Ralph McGill Boulevard and Peachtree Street)
Potential Memorial: Park enhancement and extension with landmark memorials such as a lighted arch honoring Mayors Allen and Jackson
[Note: This proposal derives from Central Atlanta Progress.]
- (9) Wachovia Building (northeast corner) North Avenue and Peachtree Street
Potential Memorial: Leadership Institute honoring both mayors
- (10) Georgia Tech's Ivan Allen College for the Liberal Arts
[Note: The Commission visited the Ivan Allen College to learn more about how Georgia Tech currently honors Mayor Allen; Commission members found this an inspiring model of a "living memorial" that captured the legacy of the honoree.]
- (11) Woodruff Memorial Arts Center
Potential Memorial: Rename Arts Center for Mayor Allen
- (12) Piedmont Park
Potential Memorial: Rename Piedmont Park for Mayors Allen and Jackson
- (13) Peachtree Street from 8th to 18th Street
Potential Memorial: Create a park honoring both mayors as part of the proposed Walk of Fame
- (14) 17th Street Bridge
Potential Memorial: Create Walk of Fame honoring both mayors on the pedestrian (south) portion of the new span over Interstate 75/85
- (15) Northside Drive
Potential Memorial: Rename Northside Drive from 14th Street to West Paces Ferry Road for Mayor Allen
- (16) Atlanta History Center
Potential Memorial: Name a gallery in new Olympic Museum space for each mayor

- (17) Buckhead Park (intersection of Peachtree Street and Roswell Road)
Potential Memorial: A traffic circle with monument to Mayor Allen as the northern end of the proposed Walk of Fame
- (18) Peachtree Street from 14th Street to West Paces Ferry Road
Potential Memorial: Rename for Mayor Allen; also potentially a part of the proposed Walk of Fame
- (19) Turner Field at Abernathy Parkway
Potential Memorial: Public memorial to Mayor Allen, designed by noted Atlanta architect Cecil Alexander
- (20) Hartsfield Atlanta International Airport -- East International Terminal
Potential Memorial: Name this new, \$1 billion complex and accompanying interstate access parkway for Mayor Jackson
- (21) Hartsfield Atlanta International Airport
Potential Memorial(s): Rename the entire airport for Mayor Jackson; rename the airport Hartsfield-Jackson Atlanta International Airport; rename the new international terminal complex for Mayor Jackson
- (22) Atlanta University Complex
[Note: Although these institutions are not public institutions, they are within the City of Atlanta's geographical boundaries. The Commission toured the colleges, including Morehouse College, Mayor Jackson's alma mater, to learn more about how these institutions have and will honor their prominent alumni.]
- (23) Atlanta Public Schools Administrative Center
Potential Memorial: Name a new or existing school for Mayor Jackson
[Note: The Commission was hosted by Mr. Howard Grant, executive administrator of the Atlanta Board of Education, who informed the group that APS currently has two new schools without names.]
- (24) Atlanta City Hall
Potential Memorial: Mayoral portraits and other recognitions on the first floor; statuary on the grounds

Further Deliberations

In agreement with its Guiding Principles, the Commission weighed all public suggestions, organized them into categories for further review, used anonymous ratings to narrow the possibilities, and discussed a variety of ramifications of the proposed memorials.

As the Commission understands its duties, its charge is to consider numerous sources of information and make reasonable recommendations based on an accumulation of information and considerations. These recommendations, therefore, are not and cannot be based exclusively on numerical public input. The numerical public input, while immensely helpful, was not obtained in a statistically representative manner – an endeavor that lies far beyond the scope of this Commission. In addition, many of the comments came from respondents who are part of the Atlanta region but are not necessarily residents within the City of Atlanta. Thus, the aggregate public input received by the Commission represents the opinions of only a small fraction of the total population of the City of Atlanta.

A further consideration is obvious but perhaps worthy of mention: This Commission must concern itself only with recommendations that involve City-owned, public spaces. Many of the public suggestions involved spaces that are privately owned and/or managed by other entities, from Morehouse College to private foundations to the State of Georgia. The Commission recognizes that some of these entities, including Georgia Tech and the Metro Atlanta Chamber of Commerce, already have memorial recognitions of Mayor Allen. The Commission anticipates, therefore, that other entities may also choose to honor one or both mayors, but it would be inappropriate for this body to intrude on those decisions.

The Commission also considered, but did not perform in-depth analysis on, the potential financial impact of the various recommendations before it. Although costs were clearly not a dominant theme in our recommendations, such concerns are noted in tandem with the specific recommendations where appropriate.

Final Ratings of Recommendations

On Friday, September 12, 15 members of the Commission met to determine its recommendations for honoring Mayor Allen and Mayor Jackson. (Commission members Carl Ware and Marie Dodd were unable to attend and did not participate in the ratings.)

After presentations on a plaza honoring Mayor Allen near Turner Field, on the new International Terminal expansion at Hartsfield International Airport, and on a potential Mayor's Park spanning Interstate 75/85 between Peachtree and Courtland Streets near Ralph McGill Avenue, Commission members began their deliberations.

The Commission's Recommendation Review Committee (Ingrid Saunders Jones, Chair) presented a list of potential honors for each Mayor. To review and rate these possibilities, the Commission used a computerized rating system so the positions of each of the members would be anonymous. The Commission members did not vote "Yes" or "No" on any particular proposal. Instead, members were asked to rate choices on a scale of 1 to 10 (with 10 being the best) in two categories:

- (1) the appropriateness of the honor; and
- (2) how well the honor fit the Commission's Guiding Principles.

Recommendations Considered to Honor Mayor Allen:

The Commission rated the following recommendations for honoring Mayor Allen:

- Creating a park with a statue of Mayor Allen on a site near Turner Field
- Re-naming Northside Drive or Peachtree Street for Mayor Allen
- Creating an Allen Park as part of the new midtown enhancement program
- Erecting a statute of Allen at Buckhead Circle (the intersection of Roswell and Peachtree Roads) as an anchor for a proposed "Walk of Fame"
- Erecting a statute and historical marker of Mayor Allen on the grounds of City Hall
- Erecting a tribute fountain honoring Mayor Allen at Centennial Olympic Park

Of these honors, the Commission reached a consensus on its two highest-rated recommendations that the City

- (1) Create a public memorial near Turner Field, wherein Mayor Allen will be honored with an interpretative sculpture, statuary featuring the phoenix symbol, and appropriate accompanying materials such as plaques or other informative signage;**

and

- (2) Erect a statue of Mayor Allen, accompanied by appropriate interpretative signage, on the grounds of the Atlanta City Hall.**

Recommendations Considered to Honor Mayor Jackson

The Commission rated the following recommendations for honoring Mayor Jackson:

- Naming the international concourse/new international terminal at Hartsfield Atlanta International Airport as the Maynard H. Jackson, Jr., International Terminal, and the I-75 exit and parkway leading to it as Maynard H. Jackson, Jr., Parkway, and including a statue of Mayor Jackson
- Changing the name of Hartsfield Atlanta International Airport to Hartsfield-Jackson Atlanta International Airport
- Changing the name of Hartsfield Atlanta International Airport to Maynard H. Jackson, Jr., Atlanta International Airport
- Changing the name of Hartsfield Atlanta International Airport to Jackson-Hartsfield Atlanta International Airport
- Erecting a statue of Mayor Jackson at the Five Points intersection in downtown Atlanta as an "anchor" for a proposed "Walk of Fame"
- Renaming the existing Freedom Parkway for Mayor Jackson
- Erecting a statue and interpretative historical marker honoring Mayor Jackson on the grounds of City Hall

Of these honors, the Commission reached a consensus on its two highest-rated recommendations that the City

(1) Name the new, \$982 million international air facility, the existing international Concourse E, and the related interstate exit and parkway at Hartsfield Atlanta International Airport as, respectively, Maynard H. Jackson, Jr., International Terminal, Maynard H. Jackson, Jr., International Concourse, and Maynard H. Jackson, Jr., Parkway, and that these entities include a statue of Mayor Jackson as well as appropriate interpretative/ informative signage;

and

(2) Erect a statue of Mayor Jackson, accompanied by appropriate interpretative signage, on the grounds of the Atlanta City Hall.

In addition, the Commission engaged in three separate "Yes/No" ratings on a series of questions regarding renaming Hartsfield Atlanta International Airport. These questions and their ratings were:

(1) Could you support renaming the airport Hartsfield-Jackson Atlanta International Airport?

YES -- 8 members (53%)

NO – 7 members (47%)

(2) Could you support renaming the airport Jackson-Hartsfield Atlanta International Airport?

YES – 6 members (40%)

NO – 9 members (60%)

(3) Could you support renaming the airport Maynard H. Jackson, Jr., Atlanta International Airport?

YES — 5 members (33%)

NO – 10 members (67%)

These ratings reflect the fact that the Commission was unable to reach a consensus to rename Hartsfield Atlanta International Airport. However, the ratings do reflect that a bi-racial majority of the Commission "could support" renaming the airport as Hartsfield-Jackson Atlanta International Airport (Question One).

Therefore, the Commission wishes to inform the Mayor and the City Council of this option:

Rename Hartsfield Atlanta International Airport as Hartsfield-Jackson Atlanta International Airport, accompanied by appropriate interpretative/informative signage and statuary on both men in suitable locations within the facility.

The Commission further advises the Mayor and Council that on Monday, September 15, Mrs. Maynard (Valerie) Jackson met with the Commission Co-Chairs and advised that she and the Jackson family would be honored to have Recommendation One (the Maynard H. Jackson, Jr., International Terminal and Parkway) and also the option discussed above, Hartsfield-Jackson Atlanta International Airport, fulfilled in memory of her husband.

Recommendations to Honor Both Mayors Allen and Jackson

The Commission also reached consensus on two proposals for honoring Mayors Allen and Jackson (and potentially, other city leaders as well). These recommendations are that the City

- (1) Expand and enhance significantly the existing Mayors Park spanning the Interstate 75/85 exchange through downtown Atlanta, with appropriate statuary, interpretative signage, and other installations to honor Mayors Allen and Jackson;**
- (2) Create an easily accessible City History Center at City Hall, to include portraits, busts, and other interpretative and informational materials as appropriate to honor Mayors Allen and Jackson.**

Regarding these joint approaches, the Commission wishes to advise the Mayor and Council that the Mayors Park enhancement referenced above (currently under discussion by Central Atlanta Progress) will require some \$23 million in funding. It is our understanding such an undertaking would require public-private partnerships or other mechanisms for financial viability.

Section VI
Conclusion: A Look Ahead

The Mayor of the City of Atlanta has asked this Commission's guidance in seeking appropriate memorials to former Mayors Ivan Allen, Jr., and Maynard H. Jackson, Jr. The Commission has carried out this assignment in good faith and with high levels of diligence and expertise. The recommendations we have made are supportable, do-able in the foreseeable future, and will serve the City well in the years to come. We are pleased that we were able to reach a consensus on so many recommendations, and we hope they will be of service to the Mayor and the City Council.

At the same time, the Commission's in-depth look at the City of Atlanta's existing memorials to its leaders – including Mayor Hartsfield -- left many members of the Commission with serious concerns. Collectively, members of this Commission have acquired a great deal of valuable contemporary knowledge and inspiration about how other cities successfully commemorate their leaders' accomplishments – and about how the City of Atlanta might re-position this aspect of its cultural/historical legacies. For example, members of this Commission have looked closely at documents and recommendations surrounding the commemoration process for the World Trade Center Towers in New York City; Commission members have also studied extensive iterations of "universal guiding principles" for commemorating fallen leaders and heroes. These Commission members – including, incidentally, some of our oldest members and some of our youngest -- firmly believe that in a pluralistic, fast-moving society such as ours, the questions of historical relevance will continue to be explored. Further guidance will be necessary.

While such discussions are beyond the purview of the present task, Commission members stand ready to share these insights, and perhaps extend further advisory counsel, with the Mayor and the Atlanta City Council at a more opportune time.

Thank you for calling upon us to assist the City of Atlanta.

Appendix 1
Members of the Commission

The 17 members of the 2003 Atlanta Advisory Commission are:

City Council Appointees

Julia Emmons
Executive Director
The Atlanta Track Club

Bill Fuller
Architect
Bill Fuller Architects

Joan Garner
Executive Director
Southern Partners Fund

Lovett Stovall
Business Owner

Mayoral Appointees

Jesse Hill, Jr. (Co-Chair)
Retired Chairman, President and CEO
Atlanta Life Insurance Company

A.D. "Pete" Correll (Co-Chair)
Chairman and CEO
Georgia-Pacific Corporation

Sallie Adams Daniel
Director of Community Affairs and Pro Bono
Troutman Sanders LLP

Marie Dodd*
Retired Vice President
Ivan Allen Company

The Reverend Gerald Durley
Providence Missionary Baptist Church

Sherry Frank
Executive Director, Atlanta Chapter
American Jewish Committee

George Goodwin
Retired Chairman, President and CEO
Manning, Selvage & Lee

Bill Ide
Attorney
McKenna Long & Aldridge LLP

Ingrid Saunders Jones
Senior Vice President, Corporate External Affairs
The Coca-Cola Company

Leo Mullin
Chairman and CEO
Delta Air Lines, Inc.

Joyce Shepherd
Senior Technician
Avaya Communications

Carl Ware*
Retired Executive Vice President
The Coca-Cola Company

Lani Wong
Past President
Atlanta Chapter, National Association of Chinese Americans

* For travel and personal reasons, these two Commission members have been unable to participate fully in the deliberations and were unable to attend the Commission's final meeting on September 12.

Atlanta Advisory Commission Coordinator
Curley M. Dossman, Jr.
President, Georgia-Pacific Foundation

Commission Organization

In order to operate as efficiently as possible, the Commission organized itself into six committees with distinct responsibilities. Each committee performed an important role in assuring that the Commission's work was thorough, fair, considerate, and productive. The six committees are:

- The Allen Family Liaison committee (A. D. "Pete" Correll and Jesse Hill, Jr., Co-Chairs)
- The Jackson Family Liaison committee (A. D. "Pete" Correll and Jesse Hill, Jr., Co-Chairs)
- The Public Listening Forum committee
 - The Reverend Gerald Durley and George Goodwin, Co-Chairs
 - Sherry Frank, Bill Fuller, Joyce Shepherd, Lovett Stovall
- The Tour of Recommendation Sites committee
 - Julia Emmons and Bill Fuller, Co-Chairs
 - Lani Wong, Joan Garner
- The Recommendation Review committee
 - Ingrid Saunders Jones (Chair)
 - Sallie Adams Daniel, Marie Dodd, Sherry Frank, Bill Fuller, Leo Mullin, Joyce Shepherd
- The Legal/Ordinances committee
 - Bill Ide, Carl Ware